



4

## Planning Commission Study Session

**TO:** PLANNING COMMISSION

**FROM:** STEPHANIE BUBENHEIM, PLANNER II *SB*  
(480) 503-6812, STEPHANIE.BUBENHEIM@GILBERTAZ.GOV

**THROUGH:** AMY TEMES, INTERIM PRINCIPAL PLANNER *AT*  
(480) 503-6729, AMY.TEMES@GILBERTAZ.GOV

**MEETING DATE:** MARCH 6, 2019

**SUBJECT:** Z19-02 LDC TEXT AMENDMENT: INITIATE THE TEXT AMENDMENT AND HOLD A CITIZEN REVIEW TO AMEND THE TOWN OF GILBERT LAND DEVELOPMENT CODE, CHAPTER I: ZONING REGULATIONS, DIVISION 4 GENERAL REGULATIONS, ARTICLE 4.4 SIGN REGULATIONS, DIVISION 5 ADMINISTRATION, ARTICLE 5.6 DESIGN REVIEW; DIVISION 6 USE DEFINITIONS; THE GLOSSARY OF TERMS; AND APPENDIX 1 GRAPHICS RELATED TO SIGN REGULATIONS IN THE GATEWAY VILLAGE CENTER AND THE GATEWAY BUSINESS CENTER ZONING DISTRICTS.

**STRATEGIC INITIATIVE:** Economic Development

The proposed amendment will allow signage within the Gateway Village Center and Gateway Business Center Zoning Districts

### **RECOMMENDED MOTION**

- A. Staff requests that the Planning Commission initiate a text amendment to the Land Development Code of Gilbert, Arizona Chapter I Zoning Regulations, Division 4 General Regulations, Article 4.4 Sign Regulations; Division 5 Administration, Article 5.6 Design Review; Division 6 Use Definitions; the Glossary of Terms; and Appendix I Graphics related to sign regulations in the Gateway Village Center and Gateway Business Center Zoning Districts.

- B. Conduct Citizen Review meeting to discuss the proposed Land Development Code (LDC) text amendment pertaining to: general sign regulations, Design Review process for sign programs, and relevant use definitions, glossary of terms, and graphics.

## **BACKGROUND/DISCUSSION**

### History

<b>Date</b>	<b>Description</b>
<i>June 19, 2007</i>	Town Council adopted Ordinance No. 1980 (Z06-112), creating two new zoning districts Gateway Village Center and Gateway Business Center for the core of Gateway Character Area.
<i>June 29, 2017</i>	Town Council adopted Ordinance No. 2619 (Z16-11), repealing and replacing in its entirety Article 4.4 Sign Regulations.

### **Overview**

The Gateway Village Center (GVC) and the Gateway Business Center (GBC) zoning districts are located within the Gateway Character Area shown in the General Plan. The area is bound by Warner Road to Pecos Road and Santan Freeway/Union Pacific Railroad/Higley Road to Power Road, with the GVC and GBC making up the central core at the intersection of Recker and Williams Field Roads. The village core is intended to be a neo-traditional mixed-use, pedestrian-oriented center with employment areas and a transit station for a future commuter rail, surrounded by traditional residential neighborhoods. The two zoning districts were created in 2007 to support this vision, the area is also commonly referred to as Cooley Station.

When the Town updated Article 4.4 Sign Regulations in 2016/2017, development had not started in the village center area and was under a re-visioning process. It was pre-determined that the sign code would not include GVC and GBC zoning districts. The sign regulations section and other supporting sections applicable to signage would be updated as the vision of the village center and development would come forward. This text amendment will modify the sections to allow the two zoning districts to have sign standards in order for developments to move forward with applicable sign plans and permits.

It is anticipated that GVC and GBC sign standards will be similar to Heritage Village Center (HVC) sign regulations, including a requirement for a sign plan (Gateway Sign Plan) similar to that of a Heritage Village Sign Plan (HSP), or a Comprehensive Sign Plan (CSP in Section 4.405 of the LDC). The GSP will help ensure that the unique character of the area is upheld. Applicable sections such as Article 5.6 Design Review and Article 6 Use Definitions will be updated to include a process for a Gateway Sign Plan and any applicable use definitions to be included. The Glossary of Terms and Appendix 1 Graphics will be reviewed as well for needed updating or clarity.

Staff is still in the beginning stages of amending the LDC to include GVC and GBC zoning districts into the sign code. Staff is requesting the Planning Commission to initiate the text amendment and citizen review as well as provide feedback. It is the Town of Gilbert's goal to remain one of the

most desirable Arizona communities to live in and the Gateway Character Area is a major area for future town development. Including these two zoning districts into the sign code will further complete the necessary steps in the development process. This amendment will utilize the current sign code to implement standards and a sign program for the village center high density area with a possible mixture of uses under one development. Attention will be given to multiple story buildings, wall murals, and sign interaction at a pedestrian scale.

### **PUBLIC NOTIFICATION AND INPUT**

A notice of initiation and citizen review was published in a newspaper of general circulation in the Town, and an official notice was posted in all the required public places within the Town per the requirements of the Land Development Code Article 5.205.

Staff has received no comment from the public.

### **STAFF RECOMMENDATION**

- A. Staff requests that the Planning Commission initiate a text amendment to the Land Development Code of Gilbert, Arizona Chapter I Zoning Regulations, Division 4 General Regulations, Article 4.4 Sign Regulations; Division 5 Administration, Article 5.6 Design Review; Division 6 Use Definitions; the Glossary of Terms; and Appendix I Graphics related to sign regulations in the Gateway Village Center and Gateway Business Center Zoning Districts.
- B. Conduct Citizen Review meeting to discuss the proposed Land Development Code (LDC) text amendment pertaining to: general sign regulations, Design Review process for sign programs, and relevant use definitions, glossary of terms, and graphics.

Respectfully submitted,

Stephanie Bubenheim,  
Planner II

### **Attachments and Enclosures:**

- 1) Area Map



**Z19-02 LDC Text Amendment-Add GVC & GBC to Article 4.4**  
**Attachment 1: Area Map**  
**March 6, 2019**

